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Project Type <input type="checkbox"/> <i>Schools</i> <input type="checkbox"/> <i>Large Venue</i> <input type="checkbox"/> <i>Multi-family Dwellings</i> <input type="checkbox"/> <i>Businesses</i> <input checked="" type="checkbox"/> <i>Bar &amp; Restaurant</i> <input type="checkbox"/> <i>Fitness Facilities</i> <input type="checkbox"/> <i>Entertainment/Hospitality Venue</i> <input type="checkbox"/> <i>Other</i> _____	

## Project Description

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This project established comprehensive CRV beverage container recycling programs in 100 bars and restaurants in coastal San Luis Obispo County. This was achieved by providing training and any necessary equipment to overcome the barriers currently faced by the bar and restaurant operators.

### Project Goal(s)

The goal of this project was to reverse the current trend of falling beverage container recycling volumes in coastal San Luis Obispo County by implementing beverage container recycling programs in 100 bars and restaurants. We focused on creating a program that would be sustainable for both the franchise hauler and the bar or restaurant. By focusing our efforts on the individual needs at each site, we worked to remove any obstacles that prevented CRV beverage containers from being recycled.

### Project Location

Coastal San Luis Obispo County.

### Community Needs Met

In the target area, bars and restaurants often times didn't have comprehensive recycling programs. Through this grant, we were able to provide the training and equipment required to overcome the barriers.

### Collection of CRV Material

San Luis Garbage, Mission Country Disposal and South County Sanitary (all waste related companies) provided the collection service to the bars and restaurants as part of their franchise agreement. Services were available at least weekly and as often as 6 days a week, if required.

### Problems/Solutions

The only problem encountered was the inability of the franchise hauling company to provide enough front loader containers in a timely fashion. The response to the program far exceeded the expectations of the franchise hauler; therefore, the franchise hauler had to dedicate additional resources to accommodate the collection equipment needs. Once this was accomplished, the program moved ahead without any notable issues.

## **Promotional/Educational Components**

There were four promotional items that were generated as result of this grant project:

- Blue to Blue posters
- Brochures explaining the program
- 11 x 17 instructional posters
- Informational stickers for use in the collection bins

## **Project Timeframe**

<b><u>Description of Activity</u></b>	<b><u>Length of Time</u></b>
Planning & Development	3 Months
Program Implementation	12 Months
Program Evaluation	12 Months

## **Cost**

## **Budget**

<b>Personnel</b>	<b>\$67,100</b>
<b>Equipment</b>	<b>\$14,761</b>
<b>Operating Expenses</b>	<b>\$ 5,797</b>
<b>TOTAL EXPENSES</b>	<b>\$87,658</b>

## **Resources/Other Funding**

Training programs were developed and presented to each of the bars and restaurants.

## **Project Achievements**

### **Benefits/Accomplishments**

An additional 1.7 million CRV beverage containers will be collected annually as a direct result of this program. This program created a standardized recycling program that is fundamentally interchangeable in each one of these establishments. Most of the bars and restaurants that participated in the program were able to reduce their garbage service by at least 30% and in some cases over 50%.

### **Testimonials/Photos**

Scott Milstead, Owner of Scotty's Bar and Grill in Pismo Beach

"This program is fabulous! Simple, easy for the employees to understand, we here at Scotty's are all happy to do our part and recycle. "

Mark Roemer, Food and Beverage Director at the Inn at Morro Bay

"I have had the pleasure of working with Jennifer Hake at two different properties in our Hotel Group: The Inn and the Cliffs Resort in Shell Beach, CA. Jennifer has been a great asset to our company in her efforts to increase our recycling efforts. Not only has she provided the necessary tools but she has followed up with staff training and information."



**Blue-to-Blue Poster**



**Square Interior Restaurant Container**



**Slim Jim Interior Container**



**Exterior Collection Container**

# Guidance Manual

## Bar and Restaurant Beverage Container Recycling Programs Blue to Blue or Azul a Azul



By

Richard Anthony and Associates  
&

The San Luis Obispo County Integrated Waste Management Authority  
January 2006

## INTRODUCTION

This Bar and Restaurant Beverage Container Recycling Program Guidance Manual (Manual) has been prepared to help others start or expand a bar and restaurant recycling program (BRRP).

Historically the problems with bar and restaurant recycling programs have been starting them up and sustaining them. Although revenue has been profitable, problems with in-house separation and timely collection have been impediments to successful ongoing operations.

In 2004 the San Luis Obispo County Integrated Waste Management Authority (IWMA) received a grant from the California Department of Conservation, Division of Recycling (DOC) to establish beverage container recycling programs at 100 bars and restaurants. The IWMA contracted with Richard Anthony and Associates (RAA) to implement the program.

To be successful, a BRRP must be simple, easy and result in a cost savings to the participants. RAA developed the “Blue to Blue” or “Azul a Azul” recycling concept to meet the needs of bars and restaurants. This Manual is based on the experience gained by RAA in implementing the “Blue to Blue” BRRP at 100 bars and restaurants in San Luis Obispo County and over 30 years of recycling experience.

## KEY PARTICIPANTS

The success of any recycling program depends on the participants. To implement a BRRP requires cooperation from the following:

1. The government authority responsible for meeting AB 939 diversion requirements
2. The recycler responsible for the collection of diverted materials
3. The bar and/or restaurant who generates the material

The result is a win/win/win. The government has a commercial program working to meet state requirements, the recycler has more materials for sale and the generator has lower collection and disposal costs.

### **Local Government Role**

Local government should provide technical assistance and equipment to make a BRRP program successful. Bars and restaurants do not have the technical expertise to establish a recycling program nor do they have the specialized equipment.

A Commercial Recycling Coordinator, who is either an employee or consultant, provides technical assistance. This person has the responsibility of recruiting businesses to recycle by establishing a one on one relationship with the businesses and assisting in solving problems with the government and/or the collector. The person goes on visits to the generators, and is responsible for ordering, storing and distributing the bins, decals, signs and brochures.

The staff person keeps records of all generators that join the program and documents service change requests. The coordinator works with the recycler to make sure the changes occur in a timely manner.

Local government should provide specialized recycling equipment and educational material such as: bins, decals, signs and brochures. While the actual cost of the materials are low when purchased in quantity, it would be very costly (both time and dollars) to an individual bar or restaurant to purchase a limited number of these items.

Finally, local government provides the link between the bar and restaurant and the garbage/recycling company. Policies need to be established that encourage recycling through convenience and financial incentives. For example, some communities, as part of commercial garbage service, include in the price two yards of commercial recycling service and commingled collection of recyclables. This makes it as easy to recycle, as it is to throw the materials away.

The cost to provide the technical expertise and equipment can be substantial. However, in California, every city and county receives funding from the DOC, which can be used to offset some of these costs. In addition, DOC provides additional funding through competitive grants.

### **The Recyclers Role**

The recycled material collector today, in California with AB 939, typically has a separate collection and processing system. Current deposit and material markets make beverage containers high value recyclables. In most cases it is less expensive to collect, process, and sell these materials than to collect them and dispose of them at the landfill.

In order for the “Blue to Blue” or “Azul a Azul” program to work, the program must be designed to work within the recycling company’s current collection infrastructure. The single stream commingled collection program works best with this concept but a dual stream program would also work. The key is that all of the recycling bins be blue, with a decal reinforcing the recycling program message.

The recycling company must have a reliable collection program that will collect the material from these bins in a timely manner. In a blue bin commingled program, the cardboard moves from the trash bin to the blue bin. This material is far more prevalent than beverage containers. In a commingled BRRP, cardboard will fill the bin on a regular basis and must be collected in a timely manner. Often this means the blue bin materials will need more capacity than the materials going to the landfill. Providing large commercial bins solve a lot of the problems associated with cardboard and wheel carts. It becomes imperative that the recycling company has an inventory of the larger 2, 3 or 4-yard collection bins. As the program becomes more successful, larger recycling bins are used at each location. Without these larger bins, the program will eventually grind to a halt.

The cost for garbage and recycling services should be less than the cost for only garbage service. For example, the cost to collect two yards of garbage and two yards of recyclables should be less than the cost to collect four yards of garbage. By giving the customer a financial incentive to recycle, the program has a greater chance of success and sustainability.

### **Bar and Restaurant Role**

The most important factor when working with bars and restaurants is to remember that the people who own and/or manage bars and restaurants are not “recyclers” rather they are business men and women running a business in a very competitive market.

Several attempts in the last 30 years have been made to implement BRRP, but have not been very successful. The barriers include: A changing labor force with English as a second language, traditional collection and storage systems, fees and space requirements.

Blue inside storage bins are used to simplify the separation and storage process. BRRP provides blue recycle bins that are appropriate to the needs of each bar and restaurant. The “Blue to Blue” instruction to the bar and restaurant staff is simple and clear. All materials collected in the program are pictured and described in the appropriate languages on the blue recycle bin. The message needs to be simple and concise in order to limit any confusion.

### **PROGRAM EQUIPMENT**

The BRRP should be organized and simple to understand and participate in. It should be defined with a logo and a theme. The theme and logo should be included in an explanation brochure and incorporated in the equipment.

The theme should be positive and call for action. The “Blue to Blue” concept explains the separation recycling practice. For Spanish speaking workers, this is translated as “Azul a Azul”.

In many areas the labor force in BRRP is Hispanic and speaks Spanish. To enhance the chances of material separated on the inside and placed into the correct bin on the outside, all recycling bins within the BRRP are blue and include Spanish descriptions of materials. The cultural makeup of the region needs to be addressed when designing the promotional materials.

### **Brochures**

A brochure, which describes the program, is important. The brochure is handed out to BRRP at first contact. The brochure explains the local government’s role, the recycler’s role, what is expected of the BRRP and a contact name and phone number. The items accepted in the blue bins are described and pictured. The logo and the program theme are also displayed on the brochure.



## PROGRAM BENEFITS

### The Restaurant and Bar will provide:

- Instruction from management to participate in the recycling program,
- Time for employee education and ongoing training
- Assistance to the IWMA implementation staff
- Willingness to have your facility used as an example of a facility that recycle

### The IWMA will provide:

- Facility waste characterization
- FREE indoor storage equipment
- Posters and flyers
- Employee ongoing education program
- Bi-lingual materials
- Ongoing program support

### The Local Garbage Company will provide:

- Adequate volume and identification for outdoor storage containers for both Recycle Materials and other discards.
- A rate structure that rewards the recycling effort with reduced charges
- Regular and on time removal service



## RECYCLE BEVERAGE CONTAINERS

Did you know that you can save significant money off your waste haul bill by recycling?

The San Luis Obispo Integrated Waste Management Authority in partnership with The California Department of Conservation (DOC) and the California Restaurant Association is looking for bar and restaurant owners who are interested in learning more about saving money by recycling their bottles and cans.

Californians bought more than 18.2 billion carbonated and non-carbonated drinks in aluminum, glass, plastic and bi-metal containers last year. More than 10.6 billion of those containers were recycled, saving natural resources, conserving energy and extending the life of our landfills. Imagine what we'll accomplish if we recycle the other 7.6 billion.



## RECYCLING INSTRUCTIONS RECICLAJE INSTRUCCIONES



### Cans & Foil

- Latas y aluminio**
- Aluminum Cans & Foil  
Latas y papel de aluminio
  - Tin, steel, bi-metal cans  
Latas de aluminio, metal, y derivados de metal
  - Aerosol cans (empty only)  
Botes de aerosoles (vacíos únicamente)
  - Lids from jars  
Tapaderas de envases

### Paper Papel

- Newspaper  
Periódicos
- Cardboard  
(flatten all boxes)  
Carton (aplaste todas las cajas)
- Junk mail  
Correspondencia variada
- Books & Phone Books  
Directorios y libros de cobertura blanda
- Egg cartons  
Cartones de huevos
- Frozen food packaging  
Empaques de comida congelada

- Paper Bags & Boxes  
such as cereal boxes  
Carton de las cajas de cereal
- Magazines  
Revistas

### Do not include: No incluye:

- No food contaminated paper  
Papel contaminado de comida
- No gift wrapping paper  
Papel para los regalos
- No photos  
Fotografías

### Plastic Plástico

- Bottles & containers labeled #1 - #7  
Botellas y recipientes con etiquetas del #1 al #7
- Plastic milk containers  
Botellas plásticas de leche
- Detergent containers  
Recipientes de detergente

### Do not include: No incluye:

- No plastic bags  
Bolsas de plástico
- No styrofoam  
Ningún tipo de empaque de espuma
- No packing peanuts

### Glass Vidrio

- Glass bottles and Jars  
Vidrio botellas con envases
- Food containers  
Envases de comida
- Beverage containers  
Envases de bebidas

### Do not include: No incluye:

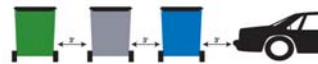
- No window glass or mirrors  
Vidrio de ventanas o espejos
- No ceramics  
Cerámica
- No light bulbs  
Focos de luz

## Instructions Instrucciones

- Rinse food residue from containers  
Enjuague los residuos de alimento de los recipientes
- All recyclables must be placed in the cart with the lid completely closed  
Todos los materiales reciclables deben colocarse en el bote con la tapa completamente cerrada
- Only use the recycling cart provided by the Garbage Company  
Solo use el bote de reciclaje proporcionado por de Garbage Company
- Flatten cardboard boxes  
Aplanae las cajas de carton
- Place your recycling cart at curbside 3 feet from carts, cars and objects with the lid facing the street  
Coloque su bote de reciclaje en la acera 3 pies (90 cms.) de distancia de autos y otros objetos con la tapa ed direccion a la calle.

For more information about recycling, garbage or greenwaste service, call your local garbage company:  
San Luis Garbage - 543-0875; Morro Bay Garbage - 528-7430; Mission Country Disposal - 528-7430;  
South County Sanitary - 489-4246

**No Hazardous Materials** such as oil, pesticides, paint or cleaners. For proper disposal of hazardous materials look in the yellow pages under recycling, log on to [www.iwma.com](http://www.iwma.com) or call 782-8530.



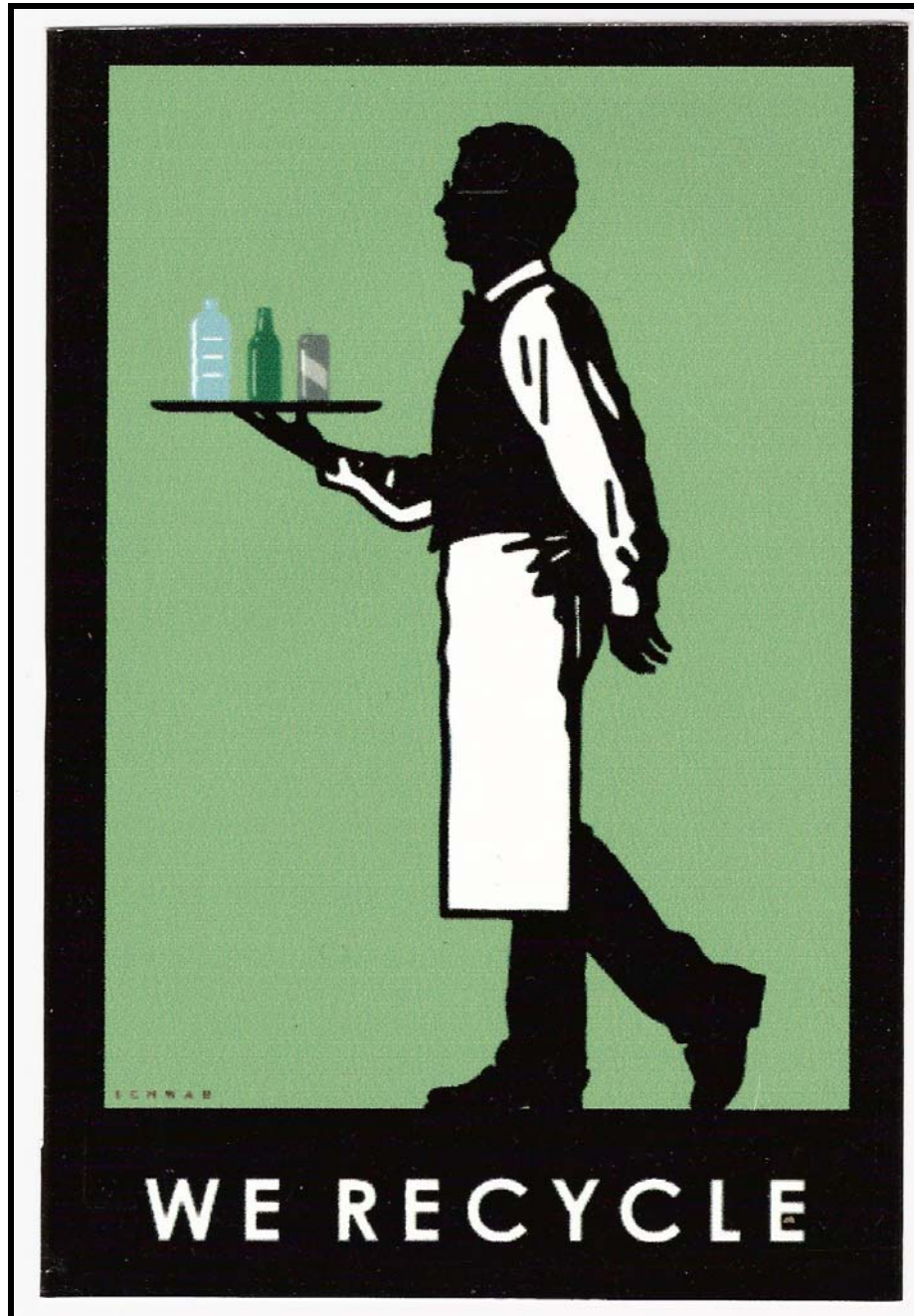
0500-0416

List Number



### Stickers

The Department of Conservation's green restaurant sticker was given to each participant. This sticker is used throughout the state. The use of the sticker on its door was made optional to the BRRP.



## Decals

A specialized decal was designed for all blue bins used inside bars and restaurants and also on outside blue bins serviced by the recycling company. The decal has photos and descriptions of what is to be placed in the blue bins, in two languages. The message on the decals needs to be one that is conveyed quickly with the positive call to action. The header “RECYCLE” is the call to action and the pictures clearly define the materials that are acceptable.



# RECYCLE



Thank You for Recycling! • ¡Gracias por Reciclar!

### Metal Cans & Foil



### Latas de metal y aluminio

### Paper & Junk Mail, Newspaper, Magazines & Phone books Cardboard, Paper bags & Food boxes



### Papeles y Correspondencia publicitaria Periodicos, Revistas y Directorios telefónicos, Cartón, Bolsas de papel y Cajas de alimentos

### Plastic Bottles



### Botellas de plástico

### Glass Jars & Bottles



### Frascos y Botellas de vidrio



## **Containers**

The type of inside bin varies depending on the specific bar and restaurant. Thus, several different sizes and shapes should be available. The Commercial Recycling Coordinator should work with the bar and restaurant to provide the optimum bin. Our experience has shown the “Slim Jim” by Rubber Maid fits the majority of the applications. It has been an industry standard in bars and restaurants throughout the country. Regardless of the selected container, it must be blue and have a decal.



Rubber Maid “Slim Jim”



Rubber Maid Square

Outside bins include blue wheel carts and 1,2,3 or 4-yard commercial bins. These must be blue and can be purchased in steel or plastic. This cost is borne to the collector.



## **IMPLEMENTING THE PROGRAM**

Before implementing the program, the three parties (local government, recycler and the bar or restaurant) should agree to participate in the BRRP. The local government should provide technical assistance, brochures, stickers, decals and inside storage bins. The recyclers should provide outside blue storage bins and service for less cost than trash collection. The bars and restaurants should commit to using the recycling program. It is important to make sure that you are communicating with the decision maker from the bar or restaurant to ensure your message gets communicated correctly.

You need to have an idea of your target audience and where your programs are going to be implemented. You might want to spread programs around the region and try to build momentum. Or, you can saturate areas with the intent of moving on from one to the next. It is important not to over extend the resources of the recycler. If they cannot effectively meet the collection requirements the program may lose momentum. It is important that the recyclable materials are collected in a timely manner.

### **Identify customers**

The best source of information on each BRRP comes from the franchise hauler. Each customer will be on his or her list. From this information you can determine the current level of garbage and recycling service and make adjustments accordingly. You may have to go to the Chamber of Commerce to identify the sites and to the recycler for their particular accounts. In some areas, there is a restaurant association where you can obtain information on sites and managers. Many of these programs will be located on sites managed by a property management company.

## Keep Records of Current Service

As each BRRP site is identified, a binder page should be made to record existing service capacity, costs, promises made to replace garbage bins with recycling bins, date of first contact, date of completed change out and the amount of beverage containers purchased per month. These records will allow the commercial recycling coordinator to make sure the BRRP participants are getting the service they need and are meeting quality and storage requirements. Each site on the log should be updated on a quarterly basis.

**Name of Business:** \_\_\_\_\_

Service Address: \_\_\_\_\_

Contact on Account: \_\_\_\_\_ Phone: \_\_\_\_\_

**Garbage Service Amount:** \_\_\_\_\_

How Many Times Per Week: \_\_\_\_\_

Picked Up On (Please Circle): M T W TH F ST SU

**Recycling Service Amount:** \_\_\_\_\_

How Many Times Per Week: \_\_\_\_\_

Picked Up On (Please Circle): M T W TH F ST SU

**Greenwaste Service Amount:** \_\_\_\_\_

Picked Up On (Please Circle): M T W TH F ST SU

**Total Monthly Bill:** \_\_\_\_\_

Notes:

**Service Changes/Plan:**

**Revised Monthly Bill:** \_\_\_\_\_

## Appointments or Cold Calls

BRRP participants should be clustered together in malls or scenic areas. Loaded with sample bins of all sizes, brochures and posters, the commercial recycling coordinator is ready to sign up customers. Appointments are good, and two or three solid ones in an area is a good start. Be prepared to walk in and ask to talk to the manager and take no more than five minutes of their time. The coordinator makes this a government call and a sales pitch.



## **Managers are Busy**

One way to get the attention of managers is to put articles in the local media about the program. The local restaurant association newsletter is another way of getting attention. A mail out is effective but costly.

The key is to get in the door, explain that the local government is providing the bins free and the recycler will offer a better deal on collection. If you have the information on cost and capacity from the garbage company, you should be able to tell them what their savings will be. A copy of the brochure and a poster with an offer for the manager to select the bins immediately should allow you to set up 6 to 8 programs per day. If the participant is agreeable to the program, do a walk through of the facility to determine the number of bins they will need and best locations to place them. Do the same for the outside.

## **Delivering and Placing the Bins and Space Issues**

It is best to deliver both inside and outside blue bins to a facility the day the participant commits to the program. If there are no outside bins, or the outside bins are not large enough to switch, you should wait on delivery of both inside and outside bins until this problem has been resolved. Putting the blue bins on the inside and not having the outside blue bins in place to accommodate the collection of material defeats the program in the workers eyes.

Problems can occur when replacing outside recycling wheel carts with 3-yard recycling bins in terms of space requirements. Some areas share limited space. In this situation it is usually the city that has to assist in solving the problem. Bigger enclosures are one answer. The inside containers should be delivered when the outside bins are available.



## **Monitoring the Program**

Monitoring the program does not have to be complicated, only consistent. When the initial contact is made, a log sheet is filled out. This sheet has capacity information and the amount of CRV beverage containers purchased. This information provides you a monitoring baseline.

The best way to audit the waste is to look in the bins that are not designated for recyclable materials and estimate the amount of CRV beverage containers in them. As most restaurants will have food waste, bags containing organic material will need to be opened. It is important

that waste audits are completed without affecting the day-to-day operations of the establishment. Removing the waste from the bin and performing a full waste audit in the parking lot of the establishment during the lunch hour would not be advisable. Remain discrete and keep the monitoring activities simple by looking for what is not being recycled.

To document the audit, take photos of the site and trash bins and collect data on the following:

- Date of the audit
- Amount of trash in the bins
- Type of material in the waste stream
- Material in the waste stream which are recyclable
- Volume of garbage that could potentially be reduced if recyclable materials were diverted from the waste stream
- Volume of recyclable material that could potentially be recycled

## **NEXT STEPS**

Where you go from here has everything to do with your ongoing commercial program. Publicity to highlight the green behavior of this part of the business sector is always good news. PSA's and press releases will carry the message and encourage the program's success. The application of the Blue to Blue or Azul a Azul concept to other commercial programs, like office buildings, makes a lot of sense.